

Santo Vacuum Cleaner

Makes a Dustless Home

Think what it will mean to you to be free from the discouragement of seeing DUST settle all over your furniture and expensive hangings and curtains, almost as soon as you have cleaned---the old broom and duster away!



The Santo Vacuum Cleaner is so easy to use, keeps things so clean, saves so much time and lightens the burden of housekeeping to such an extent that you really cannot afford to keep house without it.

If you prefer a smaller cleaner we can offer you The Santo Twin Suction Cleaner which sells at a price within the reach of every one.

Of course it is not as powerful as the larger cleaner, but it is far more efficient than any machine of its kind ever offered. It performs excellent work and is reasonable in price.

For a cleaner to be permanently installed in the basement we have The Santo Duplex Stationary Vacuum Cleaner, which has many exclusive features of construction and operation.

All Santo Vacuum Cleaners are fully protected by patents and license.

KELLER MANUFACTURING COMPANY,
DEPT. RT., PHILADELPHIA, PENN.

W. B. Catlet Electric Co.,
Richmond, Va.

Responsible Agents
Wanted Throughout the South.

White Hardware Company,
Norfolk, Va.

Mr. Duran, of the Keller Company, will be a member of the Trade Expansion Excursion, and desires to meet his Southern Agents and those who desire to make agency connections on the floor of the meeting hall.

PHILADELPHIA IS BOOSTING SOME

Some of City's Industries Men of Brotherly Love Are Telling About.

Philadelphia with only one-sixtieth of the population of the republic, produces one-twentieth of all its manufactures.

* Philadelphia's new filter plant, costing \$25,000,000, is the finest and most economically constructed in the world. It has sixty-five filters, each three-quarters of an acre in extent, with a daily capacity of 240,000,000 gallons of water; total capacity of 394,000,000 gallons.

Philadelphia has 15,000 manufacturing plants, employing 250,000 skilled laborers, each year consuming \$400,000,000 of raw material and producing \$700,000,000 of manufactures.

Philadelphia leads every city in the republic in the value of its manufactures of locomotives, carpets and rugs, leather, hosiery and knit goods, woolen goods, street railway cars, iron and steel ship-building, felt hats, saws, upholstery goods and oilcloths.

Philadelphia stands second in the production of foundry and machine shop products, sugar and molasses refining, petroleum refining, worsted goods, chemicals, druggists' preparations, dyes and finishing textiles, cordage and twine and fertilizers.

Philadelphia has been a ship-building center for a century and a quarter.

—to-day a greater tonnage of steel ships is built on the Delaware River than in all the rest of the republic combined.

Some Lively Manufacturing.

Philadelphia manufactures eight locomotives every working day, or 2,643 in the year. These locomotives on a perfectly level track would haul 168,000 loaded cars of fifty tons capacity.

Philadelphia manufactures each year 45,000,000 yards of carpet—enough to put a belt around the earth and leave a remnant long enough to reach Cincinnati.

Philadelphia manufactures each year 24,000,000 yards of worsted goods—enough to make a suit of clothes for every man over nineteen years of age now resident in the New England and Middle Atlantic States.

Philadelphia manufactures each year 12,000,000 dozen hose and half hose—enough to allow two pairs for every man, woman and child in the United States.

Philadelphia manufactures each year 2,000,000 dozen underwear—enough to give two shirts and drawers to every one in Pennsylvania.

Philadelphia manufactures each year 4,000,000 hats. The bands, end on end, would reach from Philadelphia to Denver.

Philadelphia manufactures each year 180,000,000 yards of cotton piece goods—enough to make a pair of sheets for every family in the United States.

Philadelphia manufactures each year 25,000,000 yards of woolen goods—enough to make uniforms for all the armies of Europe now in active service.

Philadelphia has 105 national banks, trust companies and savings funds, with total capital and surplus of \$107,000,000 and deposits of \$487,000,000.

Philadelphia has 1,600 business firms and corporations engaged in the wholesale trade.

Philadelphia has an export and import trade of \$175,000,000 annually.

Philadelphia in past fifty-two years has borrowed \$135,000,000; has paid off \$73,000,000 of this debt, and now, with only \$62,000,000 outstanding, owns property valued at more than \$377,000,000.

Philadelphia's assessed realty values have increased \$166,000,000 in the past five years, during which period the city has built more than 30,000 dwellings.

Philadelphia has 600 buildings societies, with \$53,000,000 of assets.

Commercial Philadelphia.

Philadelphia was founded as a city in 1682.

Philadelphia is the city which gave birth to the Bill of Rights.

Philadelphia is the home of the Declaration of Independence.

Philadelphia is the birthplace of the Constitution of the United States.

Philadelphia was the home of the first United States mint.

Philadelphia was the home of the first United States post-office.

Philadelphia has always been the financial rallying point of the republic.

In the War of Independence, Robert Morris financed the army; in the War of 1812, Stephen Girard replenished an empty treasury; in the Mexican War, E. W. Clark successfully financed the government.

Philadelphia's two great universities have a student enrollment in excess of 8,000, while her public and parochial schools furnish educational facilities for more than 250,000 children.

Philadelphia is the great medical educational center of the United States, with six medical colleges of international reputation.

Philadelphia has 546 churches, 334 hospitals and asylums.

Philadelphia has 311 public schools, with an enrollment of 250,000 pupils.

Philadelphia has fifty-seven parks and squares, one of them being the largest park in the world, containing over 2,400 acres.

Philadelphia has 1,500 miles of graded and paved streets.

Philadelphia has the finest high-pressure fire service in the world, drawing water direct from the Delaware River, with twenty-inch distributing mains supplying twelve and sixteen-inch mains into business district; its special pumping plant, which can be put in instant operation, has a capacity of 10,000 gallons a minute, with a power to throw a two-inch stream 250 feet vertical. This service is now being installed by other cities.

Philadelphia has 1,553 miles of water main in use. If placed in a straight line they would reach from Philadelphia to Havana, Cuba.

Philadelphia contains 322,000 buildings, of which 310,000 are dwellings; 85 per cent of these dwellings are occupied by only one family, and 10 per cent have been built within the past ten years.

Philadelphia has thirty miles of available river front, lying between two great rivers, with a thirty-foot channel to the sea.

Philadelphia has 630 miles of electric tramways, including elevated, surface and subway lines.

Philadelphia is the greatest workshop in the world, because she has the largest body of skilled labor ever gathered together in one city, in situation within a few hours' railway haul of the greatest coal fields in the world, with a down grade from mines to factory, and is the distributing point for the trade of 25,000,000 people.

Philadelphia has a fine port, with extensive coastal and trans-Atlantic steamship facilities and three great systems of trunk line railways converging her with every part of the continent.



Have you ever puzzled over a plan to market a new product?

Or to open new territory?

Or to stimulate your Salesforce?

Would not the experience of big successful business firms in developing selling plans and business growth, be worth money to you?

We furnish concrete typewritten reports on **Merchandising Problems**

(a) Stimulating Salesmen by Prize and Bonus Systems—Report on methods and experience of large firms.

(b) Salesmen's Conventions and Schools—Report on plans of operating, methods of getting results.

(c) Selling Costs in Various Fields—A study of the situation.

(d) Retail and Jobbing Profits—Report on their relation to each other.

(e) Manufacturers' Premium Plans, Coupons and Trading Stamps—An analysis, merits, deficiencies and effects.

(f) Prize Contests—Report on methods and

effectiveness, good and bad experiences and results.

(g) Price Maintenance Plans on Unpatented Goods—Their legality and experience and how operated.

(h) Price Equalization by Zone System—Based on freight averages with map.

(i) Portfolio of Selected Form Letters—With editorial comment.

(j) The Loose Leaf Catalog Problem.

(k) House Organs—Criticism and suggestions.

(l) Possibilities of merchandising under the new Parcels Post Law.

Mr. Geo. L. Mitchell, President and General Manager of Mitchell & Staff, is a member of the Philadelphia Trade Expansion Excursion, and is anxious to meet the men who are responsible for business-upbuild in their respective firms or corporations.

The efficiency of Advertising or of Selling Plans depends absolutely upon accurate information of past and present conditions. Lack of knowledge spells waste. We are glad to serve you.

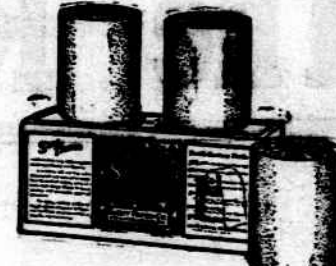
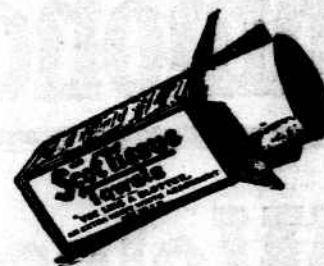
Geo. L. Mitchell & Staff

ADVERTISING COUNSEL

AS IT RELATES TO

Selling Plans and Business Building

Executive Office, 421 Chestnut St., Philadelphia.



Scot-Tissue Towels—the Towel of the future—are made of soft, snow-white absorbent paper, really delightful and economical to use.

They have a two-fold mission—in the home, to serve as a convenience; in public lavatories, to insure against infection.

"Sani-Tissue" is the only Balsamized Toilet Paper. It is made from clean wood pulp, thoroughly impregnated with Canada Balsam and other emollients, which, together with the long vegetable fibre, renders it soft and cloth-like. One of the most popular papers on the market.

Some Other Scot-Tissue Products

Scot-Tissue "Dydees"

"Sno-Tissue" and "5c Waldorf"

Toilet Papers

Table Covers

"Sani-Kombs"

And other Hygienic Paper Specialties.

SCOTT PAPER COMPANY

Seventh and Glenwood Avenue,

Philadelphia.

E. Irwin Scott, President of the Scott-Paper Company, is a member of the Philadelphia Trade Expansion Excursion, and will be glad to greet old customers and make new ones.

McCAFFREY
FILE CO.
PHILADELPHIA



Mr. Joseph J. McCaffrey is a Member of the Philadelphia Trade Expansion Excursion, and hopes to greet old customers and meet new ones.